

## State Studies Trading Stamp Laws, Controls

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California's largest "women's club" is probably the one made up of the 3,000,000 housewives who save and redeem trading stamps. Scrapping at the thousands of stores which give stamps of one kind or another as discounts for cash, these thrifty homemakers exchange them for many useful articles which their families otherwise would not enjoy.

But trading stamps, like various forms of advertising, have been under attack from time to time since they first appeared on the business scene some 62 years ago. During the 1927 session of the legislature, several bills were introduced which proposed various restrictions, some severe enough

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NO ACTION WAS taken on any of the measures, but their subject matter was referred to two interim groups: to a subcommittee of the Assembly governmental efficiency and economy, and to the Senate business and professions committee. Both groups have held public hearings in various parts of the State.

The Senate committee recently submitted a comprehensive factual report as a result of the first of two hearings held this year, based on intensive research which reviews trading stamp operations in detail.

**IN CALLING THE hearings,** the chairman said his committee would consider eight proposed bills.

prohibit fair trade, including  
Prohibition of the stamps; a  
requirement that the State be  
paid the value of all unredeem-  
ed stamps after a certain num-  
ber of years; levying of a tax  
on the companies or firms that  
issue the stamps; restriction of  
the use of stamps in connection  
with the sale of any goods or  
services governed by fair trade

Require trading stamp companies to be organized as corporations on post bonds; make the redemption of trading stamps in cash, at stipulated rates, mandatory upon companies if the stamp holders wish; establish a joint liability on the part of the issuer of the stamps together with the trading stamp companies; or maintain the status quo.

AT THE CONCLUSION OF  
the hearings the chairman of  
the senate committee indicated  
that the only legislation ex-  
pected to be introduced at the  
1952 session would be one aimed  
at controlling so-called "fly-  
by-night" companies.

In the meantime reports from the Assembly interim committee hearings indicate that the lower house group will recommend no legislation.

Some interesting statistics were gleaned from the research conducted by the Senate committee. For instance, it showed that stamp companies' catalogues offer from 31 to 62 items; that roughly 16 per cent of these can be obtained in only one book, and that the numbers required for an average item ranged from three books up to eight. It was estimated it would take a "typical family about four weeks to get one book item, and about 14 months for an average item."

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Another study revealed that more than 60 per cent of the housewives interviewed had redecorated stamps during the previous year, and that about an equal proportion expected to save enough stamps to do so within the following year.

**GARDENA K OF C  
PLANS CARD PARTY**

Gardens Valley Knights of Columbus are sponsoring their First Annual Card Party, Tuesday, Nov. 2 8th, 7:45 p.m., Council Hall, 1666m and Berendo Avenue.

Fowndale bridge, cameras and 500 will be played. This hairy event is just two weeks before Thanksgiving. Committee chairman F.G.K. Farnsworth stated. Turkeys will be given for high scores in the card games.

...DRAFTS WELL DRAWN AT 7-10 AND  
CEREMONY WITH CELESTINE AT 7-11  
PUBLIC AND SOCIETY INVITED AND  
WITNESSED THE CONVENTION